

Santa Clara Downtown Revitalization Committee

...

April 20, 2017



U R B A N
F I E L D
S T U D I O

Tonight's Workshop - Agenda

Review a Conceptual Preferred Plan

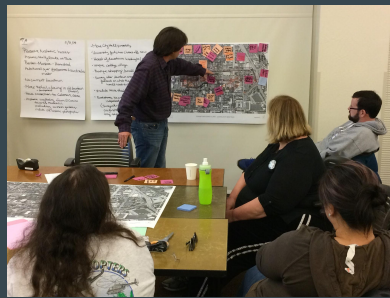
- First a Presentation - Review, Alternative Plans & a Preferred Plan
- Then gather and converse in small groups at small tables
- Then 1 or 2 persons from each group reports to the whole group
- And, a summary of what we heard
- To Next Steps

Tonight's Workshop - A Preferred Plan Vision



Previous Downtown Revitalization Meetings

There have been six meetings to date beginning in Fall 2015. The last one was on February 22, 2017



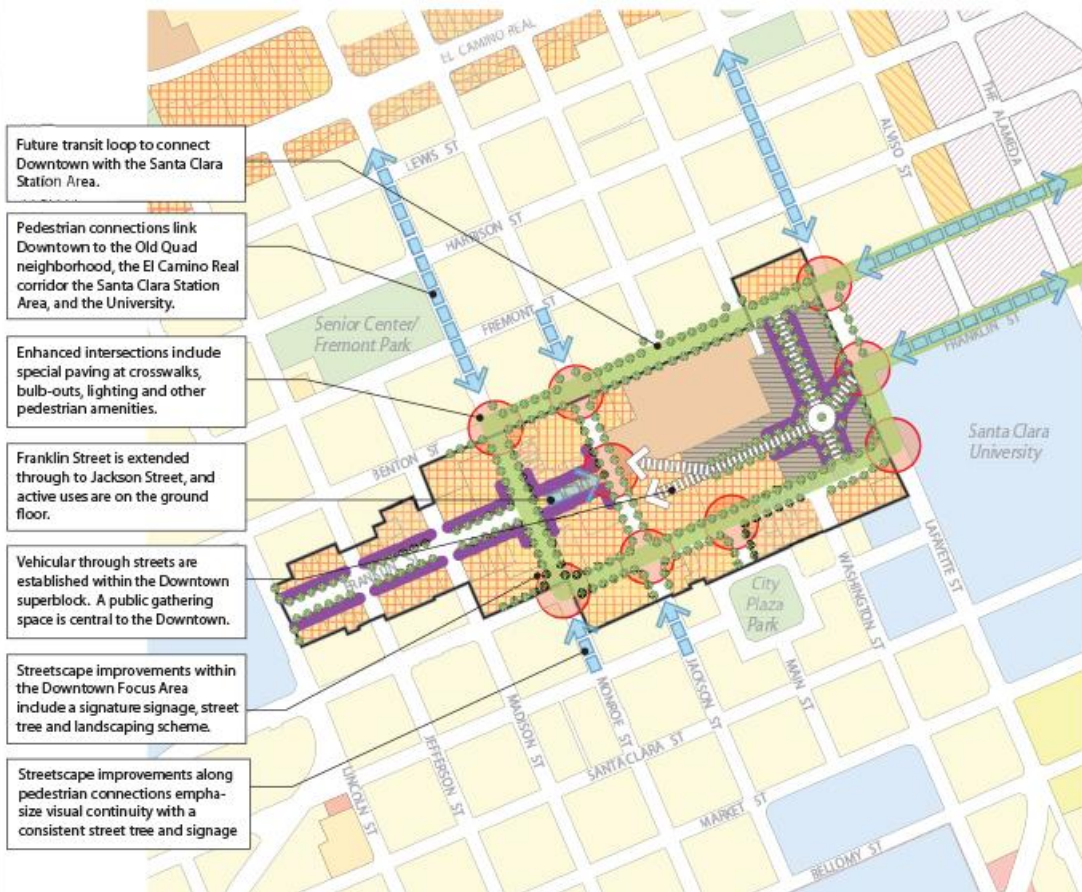
Last Downtown Revitalization Meeting #6



A Brief Review from Previous Meetings

- City's General Plan
- Larger Downtown Area
- Santa Clara University
- Revitalization Principles
- Current Projects & Parcels
- Comparable Downtown Campbell

Figure 5.4-3
Downtown Focus Area



2010 General Plan Amendment for the Downtown Area



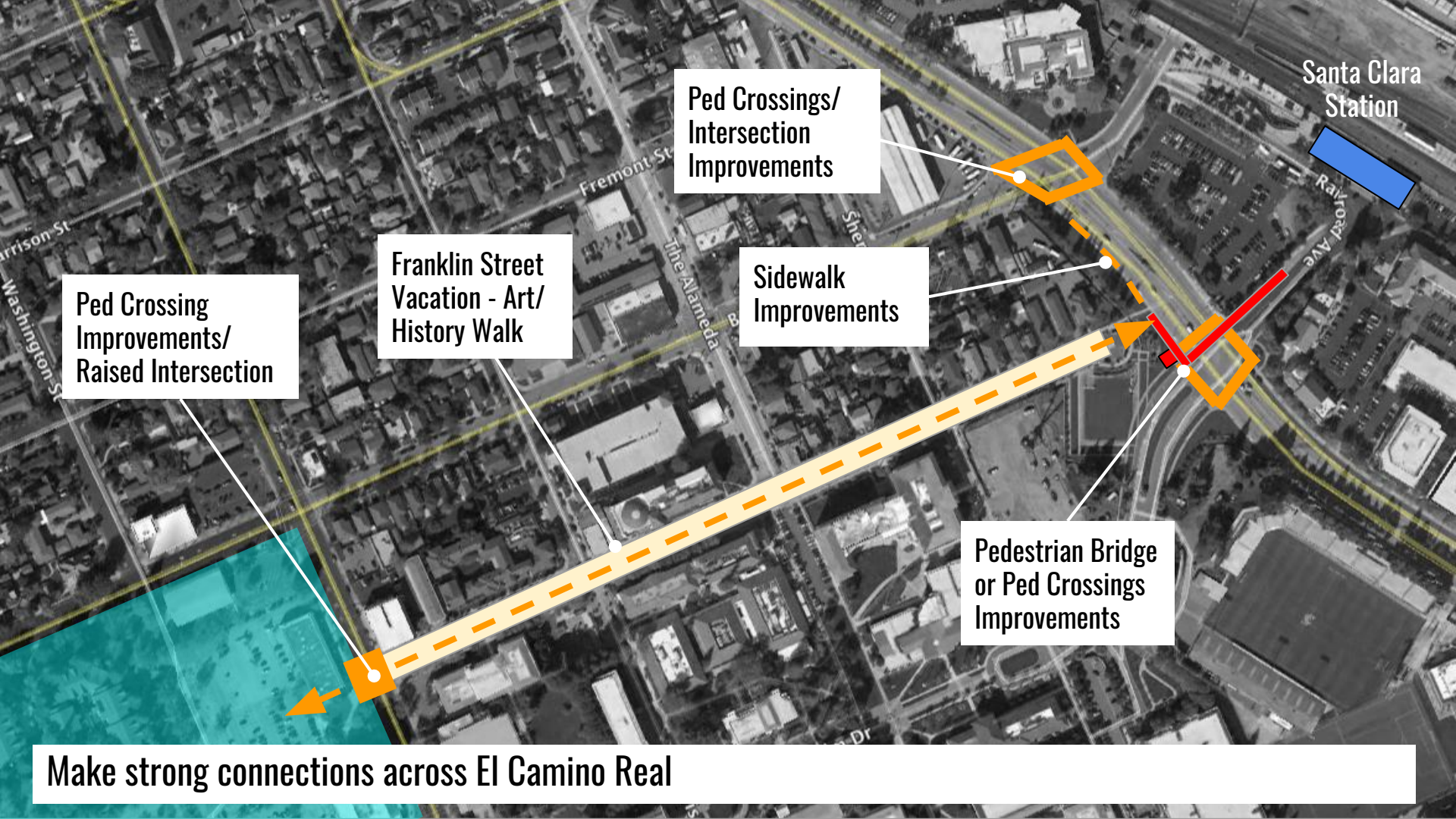


OLD QUAD

3/4 mile

SANTA CLARA UNIVERSITY





Ped Crossing
Improvements/
Raised Intersection

Franklin Street
Vacation - Art/
History Walk

Ped Crossings/
Intersection
Improvements

Sidewalk
Improvements

Pedestrian Bridge
or Ped Crossings
Improvements

Santa Clara
Station

Railroad Ave

Make strong connections across El Camino Real



MONROE ST

JACKSON ST

MAIN ST

WASHINGTON ST

LAFFAYETTE ST

BENTON ST

FRANKLIN ST

HOMESTEAD RD

Homestead Rd

Existing Downtown

Franklin Street design between The Alameda & Lafayette Street (Phase I)



01.27.17

THE GUZZARDO PARTNERSHIP INC.
Landscape Architects • Land Planners
181 Greenwich Street
San Francisco, CA 94110
T 415.433.4672
F 415.433.5003

Franklin Street design between The Alameda & Lafayette Street (Phase I and II)



Santa Clara University/City of Santa Clara

Preliminary Plan

01.27.17

THE GUZZARDO PARTNERSHIP INC.
Landscape Architects • Land Planners
181 Greenwich Street
San Francisco, CA 94111
T 415.433.4672
F 415.433.5003

Franklin Street east of Lafayette along Santa Clara University

Proposed Bradshaw Gates



An Approved Project in the Downtown Area

Downtown Gateway - 44 condos and 7 commercial ground floor retail spaces (under construction)

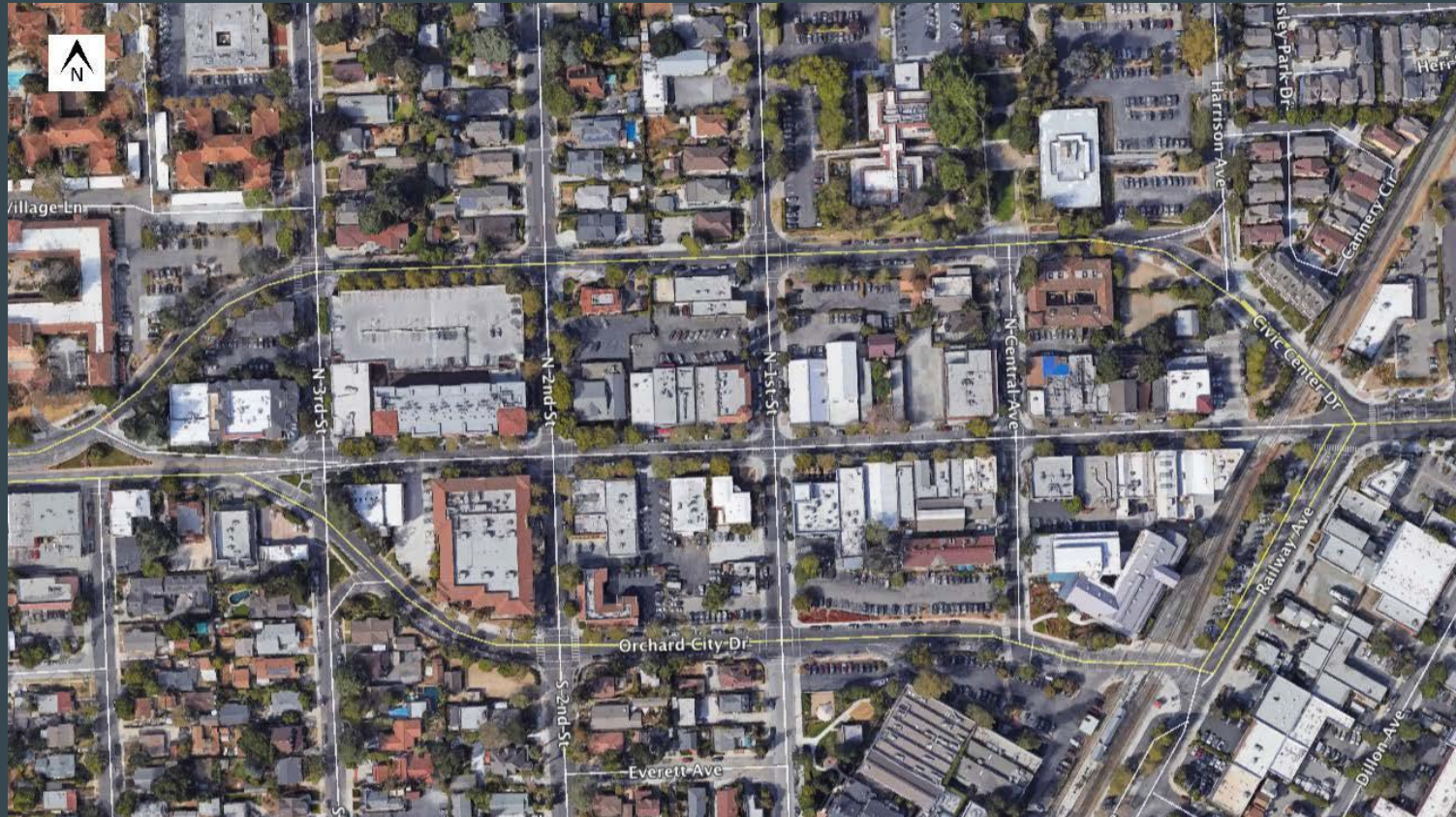


Corner of Franklin at Monroe Street



Corner of Benton and Monroe Street

Aerial of Downtown Campbell - A Comparable Downtown



Buildings in Downtown Campbell



Campbell Buildings Imposed on Aerial of Downtown



Revitalization Principles for Downtown Santa Clara

1. Define a flexible plan boundary
2. Promote a local flavor and unique vibe
3. Respect the historical heritage and character
4. Incorporate a pedestrian-oriented spine along Franklin Street
5. Address flexibility in uses, densities and site relationships

Revitalization Principles for Downtown Santa Clara

6. Maximize collaboration among the City, SCU, and other stakeholders
7. Include a diversity of uses that will activate downtown
8. Promote the arts and the arts community as a theme
9. Enhance transit, pedestrian and bicycle access, and other forms of access
10. Promote a balanced scale of development that achieves a density for success

3 Alternatives at the February 22nd Workshop

Alternative “A” - Focus on Infill

Alternative “B” - Meandering Main Street

Alternative “C” - Downtown Grid

SketchUp Model - Alternative "A"



Alt.
"A"



SketchUp Model - Alternative “B”



Alt.
"B"



SketchUp Model - Alternative “C”



CLARA DOWNTOWN REVITALIZATION

STREETS: BENTON ST, FRANKLIN, ESTEAD RD, MONROE ST, JACK ST, WASHINGTON

SCALE: 1" = 50'-0"

Handwritten notes on map:

- open space
- high quality
- connection to the library
- crafts woman!
- keep it breathable
- theater - community center
- dance 24/7 community car
- EV (longer)
- like old city hall museum
- open space
- high quality
- connection to the library
- crafts woman!
- keep it breathable
- theater - community center
- dance 24/7 community car

Questions about 3 Alternative Plans

Discussion of 3 Alternatives on February 22nd considered the following questions:

- A. Which elements and ideas illustrated in the three alternatives do you like?
- B. Which ones do you not like?
- C. What kind of street or connection should Franklin Street become?
- D. What uses and activities should Downtown Santa Clara offer?
- E. What kind of new buildings and open spaces should be in Downtown?

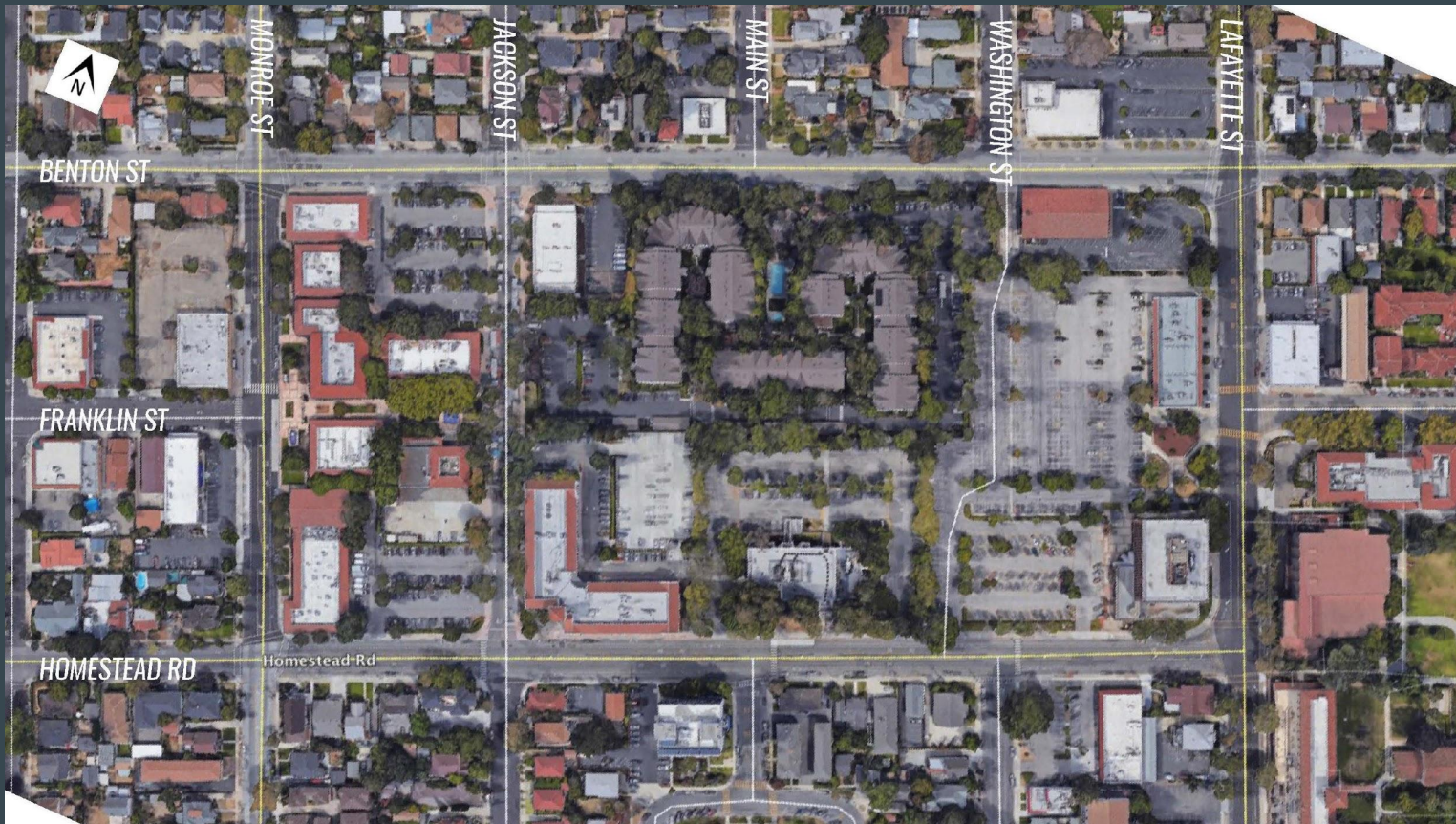
Emerging Common Themes for Downtown

- Make the Downtown a local destination
- Make Franklin Street a pedestrian-focused Main Street
- Re-establish the street grid from the “Old Quad”
- Encourage a mix of uses, particularly along the new Franklin Street
- Introduce a theater as an iconic building & symbol for downtown
- Establish a central public space that can be used for music & events

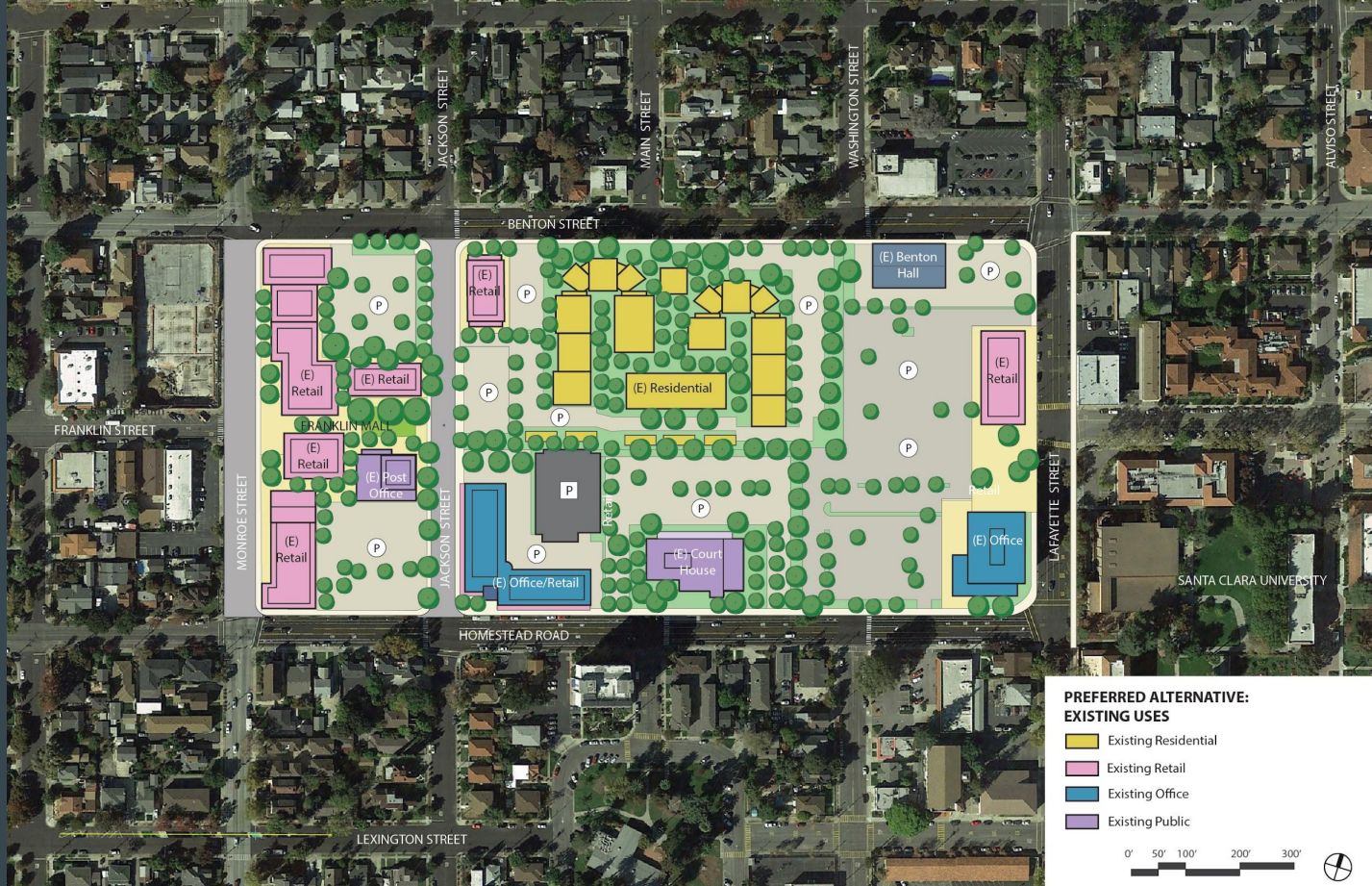
A Preferred Plan



Aerial of Existing Downtown



Implementation - Plan of Existing Conditions



Possible Implementation - Phase 1



**PREFERRED ALTERNATIVE:
DOWNTOWN GRID**

- Residential
- Office
- Public Amenities
- Retail
- Live/Work
- Existing Office
- Existing Post Office

0' 50' 100' 200' 300'

Possible Implementation - Phase 3



Possible Implementation - Phase 4



Key things the Downtown Needs in a Preferred Plan

1. An open space for gathering and events
2. A street that can be called Main Street
3. Ease of movement as a pedestrian, but also accommodation of cars
4. Diversity of activities and uses, including people living in downtown
5. Shared cultural facilities, such as a theater with the University

Thank You - Now to Small Group Discussions

Next Steps

- Add comments about a vision for a Preferred Plan for Downtown
- Stay active with the Downtown Revitalization Committee
- Establish near-term actions for early implementation
- Create an action plan with near-, mid-, and long-term steps
- Remain engaged, looking for opportunities to further implementation
- Understand that flexibility within the vision will be important for success

Thank You

How do you get what you want?

How can you revive the past?

History

Eclecticism

Not just the image of the past

Revive the walkability

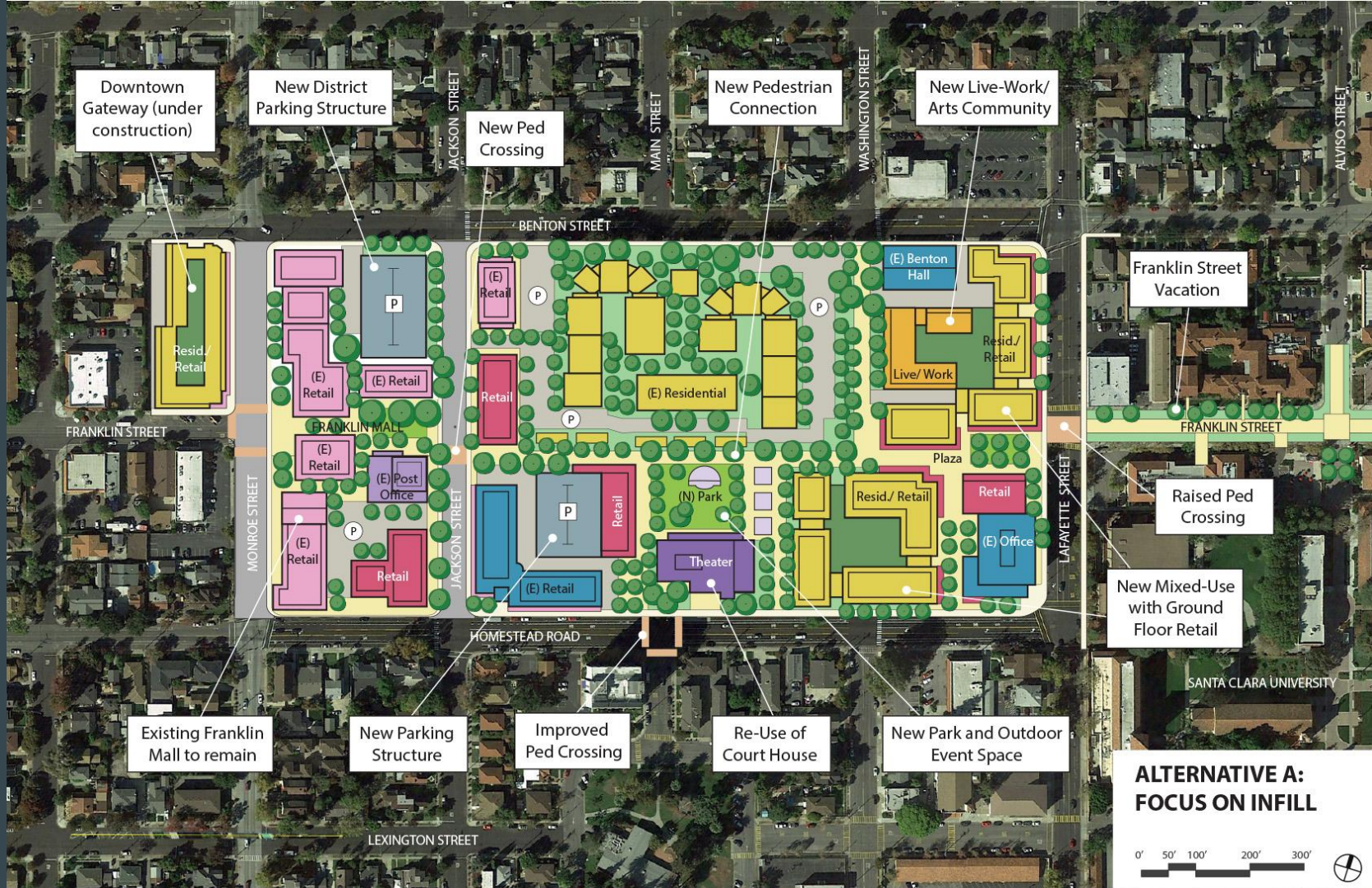
Make it a functional part of the future

Parking

District Parking - Acquiring lots

University Shared Parking

Parking Structures



Downtown Gateway (under construction)

New District Parking Structure

New Ped Crossing

New Pedestrian Connection

New Live-Work/ Arts Community

Franklin Street Vacation

Raised Ped Crossing

New Mixed-Use with Ground Floor Retail

Existing Franklin Mall to remain

New Parking Structure

Improved Ped Crossing

Re-Use of Court House

New Park and Outdoor Event Space

**ALTERNATIVE A:
FOCUS ON INFILL**





Downtown Gateway (under construction)

Post Office to remain

Raised Intersection

New Park

New Live-Work/ Arts Community

Resid./Retail

Resid.
Resid./Retail

Resid.
Resid./Retail

Resid.
Resid./Retail

(E) Benton Hall
(N) Live-Work

P

Resid./Retail
(E) Post Office
P

Office/Retail
(E) Retail/Office
P

Office/Retail
(N) Theater
P

Office/Retail
(N) Office
(E) Office

Potential District Parking Structure

Ground Floor Retail along Franklin

Improved Ped Crossing

New Theater (Arts District)

New Extension of Washington Street

Franklin Street Vacation

Raised Ped Crossing

Franklin as Main Street

SANTA CLARA UNIVERSITY

ALTERNATIVE C: DOWNTOWN GRID

